

**Maslow's Hierarchy
of Personal Need**

**Minkoff's Hierarchy
of Business Need**

<p>To become everything one is capable of becoming</p>	<p>Self- Actualization</p>	<p>Participation in improvement of society, economic environment</p>
<p>Competence / Mastery Recognition from others</p>	<p>Ego / Esteem</p>	<p>Operating at peak performance, focused on expertise</p>
<p>Friendship / Companionship</p>	<p>Social</p>	<p>Help / Assistance</p>
<p>Clothing, Shelter, Safe Environment</p>	<p>Security</p>	<p>Accounting Controls</p>
<p>Air, Water, Food, Sunlight</p>	<p>Biological / Physiological</p>	<p>Cash-Flow Management</p>